

The Lillian and Albert Small Capital Jewish Museum

Operations Marketing Internship Spring 2027

INTERNSHIP DESCRIPTION

The Operations Marketing Intern supports the creation and dissemination of information on behalf of the Museum's Operations department. They will report to the Associate Director, Event Operations and Visitor Experience to assist with the Museum's operations team communications efforts, working individually and collaboratively with the team to promote the Capital Jewish Museum as an event space and the museum gift shop.

This is a specialized marketing internship focused on event rentals and gift shop revenue. In this collaborative, entry-level role, you will get a chance to learn important skills and gain professional experience in museum operations, event marketing, and audience outreach and development.

The ideal intern candidate has:

- Currently enrolled in or recently graduated from a program in communications, visual arts/graphic design, museum studies
- Strong communications skills: written, verbal, and creative/visual
- Knowledge of social media platforms and practices
- An enthusiasm for connecting venues and their audiences

KEY RESPONSIBILITIES

- Providing support for daily operations activities, events, and projects
- Expanding the department's marketing outreach through e-mail, social media, and conventional correspondence such as mail and phone-call
- Draft, edit, and schedule social media content, including text, images, and video. Monitor social media engagement. Support metrics tracking and evaluation to inform projects and present findings to all-staff
- Research consumer trends and opinions to inform marketing strategy
- Develop succinct and visually engaging media to improve presence on event venue websites and CJM website
- Build and maintain relationships with new clients, vendors, and local Jewish organizations to expand outreach
- Conduct research on prospective artisans and merchants in the DMV area to feature in the museum gift shop
- Help maintain contact lists, departmental manual, mailings etc.
- Assist with creating content for broader marketing activities, such as email campaigns, product launches, digital ads, and website updates for both signing and non-signing customers
- Maintain museum brand consistency across all platforms and contribute creative ideas to grow engagement and revenue
- Other duties as assigned

PREFERRED QUALIFICATIONS

- Excellent written and verbal communication skills
- Organized, able to prioritize work and problem-solve in a dynamic, fast-paced environment
- Strong visual design skills; animation skills and video editing a plus
- Basic graphic design ability (e.g., Canva or Adobe Creative Suite)
- Proficient in one or more social media channels
- Proficient in Microsoft Office
- Positive team player capable of working both independently and with various clients
- Flexibility to work evenings, weekends, and holidays as needed
- Ability to lift 35 lbs.

DURATION

The internship will be for the Spring semester, January-May 2027, with the possibility of extension into the Fall. This is an **in-person** internship totaling 200 hours. Hybrid options are also possible, but in-person hours are required.

COMPENSATION

The stipend for this internship is \$2,200. College/University credit is also possible; interns will coordinate that with their departments.

SUPERVISOR

Michelle Gleaton, Associate Director, Event Operations and Visitor Experience

To apply please submit a resumé and cover letter as one PDF document to hsilberg@capitaljewishmuseum.org with the name of the internship (Operations Marketing) in the subject line. The deadline to apply is Monday, November 9th.